

Message Text

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ACTION EUR-06

INFO OCT-01 EB-03 ISO-00 DRC-01 RSC-01 /012 W

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R 141346Z JAN 74

FM AMEMBASSY THE HAGUE

TO USDOC DISTRICT OFFICE NEW YORK

INFO SECSTATE WASHDC 2740

USDOC WASHDC

AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 0187

BRUSSELS FOR ROD GRANT

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: NATIONAL PLANT ENGINEERING AND MAINTENANCE SHOW CONFERENCE
(POSSIBLE REVERSE TRADE MISSION)

PLEASE PASS FOLLOWING MESSAGE FROM EMBASSY TO MR. RUSSELL E. FLAGG,
ACCOUNT EXECUTIVE OF SUBJECT CONGRESS/EXPOSITION AT CLAPP/POLIAK
INC., 245 PARK AVENUE, NEW YORK NY 10017.

QUOTE:

1. AS PART OF ITS US EXPORT AND VISIT USA PROMOTION
ACTIVITIES EMBASSY FOR SOME TIME HAS BEEN WORKING TO ENCOURAGE GROUP
TRIPS FROM THE NETHERLANDS TO US TRADE SHOWS, CONVENTIONS, ETC. WE
RECENTLY MET WITH A DUTCH FIRM ACTIVE IN ORGANIZING AND CONDUCTING
OVERSEAS GROUP TOURS AND FOUND IT TENTATIVELY INTERESTED IN
POSSIBILITY OF MOUNTING A GROUP TRIP TO YOUR 1974 OR 1975 NATIONAL
PLANT ENGINEERING AND MAINTENANCE SHOW AND CONFERENCE LAST
HELD MARCH 1973, CHICAGO, ILLINOIS.

2. DUTCH FIRM IS DILIGENTIAL B.V., AMSTERDAM WHICH IS A
LEADING NETHERLANDS PUBLISHER OF TRADE JOURNALS (16 SEPARATE
PUBLICATIONS) AND TRADE AND INDUSTRY DIRECTORIES (6) AND WHICH
ALSO HAS A SPECIAL "EVENTS DEPARTMENT" FOR GROUP TRIP AND SEMINAR
PROJECTS. IN 1973 THIS LATTER DEPARTMENT CONDUCTED 26

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"EVENTS" INCLUDING GROUP TRIPS TO HONG KONG, ISRAEL, BRAZIL
AND GERMANY FOR DUTCH AND ALSO BELGIAN BUSINESSMEN (COMPANY ALSO

HAS OFFICE IN BRUSSELS). TRAVEL TRIPS ARE USUALLY BUT NOT ALWAYS RELATED TO THEMES COVERED BY DILIGENTIA PUBLICATIONS AND ARE ADVERTISED IN THEM.

3. DILIGENTIA WOULD LIKE TO RECEIVE ASAP DESCRIPTIVE LITERATURE, BROCHURES, ETC. RE YOUR 1974 AND 1975 CONGRESS AND EXPOSITION FOR ITS USE IN CONSIDERING, PUBLICIZING, ORGANIZING, ETC. OF A POSSIBLE GROUP FLIGHT TO IT. MATERIAL SHOULD INCLUDE USUAL DESCRIPTION OF THE EVENT ITSELF, DATES AND PLACE PLUS AS AVAILABLE INFORMATION ON KINDS OF EXHIBITS, HOTEL FACILITIES, SPECIAL ARRANGEMENTS IF ANY FOR FOREIGN VISITORS, ATTRACTIVE SIDE TRIPS, ETC. SINCE EMBASSY WILL BE ASSISTING AND POSSIBLY CO-SPONSORING FLIGHT, WE WOULD APPRECIATE YOUR SUPPLYING BY AIRMAIL DUPLICATE PACKAGES OF FOREGOING MATERIAL AS FOLLOWS:

THREE PACKAGES TO MR. H.F. VAN DER SCHAAR
STUDY EVENTS DEPARTMENT
DILIGENTIA B.V.
TESSELSCHADESTRAAT 18
AMSTERDAM

THREE PACKAGES TO HAROLD C. VOORHEES
COMMERCIAL COUNSELOR
AMERICAN EMBASSY
APO NEW YORK 09159

4. IF PACKAGES ARE BULKY POSTAGE COSTS COULD BE REDUCED BY SENDING ALL SIX PACKAGES APO TO VOORHEES WHO WOULD BE GLAD PASS THREE TO DILIGENTIA.
UNQUOTE.
GOULD

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 JAN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974THEHA00187
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740142/aaaabnxk.tel
Line Count: 94
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 28 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <28 FEB 2002 by chappeld>; APPROVED <28 MAY 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: NATIONAL PLANT ENGINEERING AND MAINTENANCE SHOW CONFERENCE (POSSIBLE REVERSE TRADE MISSION)
TAGS: BEXP, NL
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005